

## CLAIMS

1. Apparatus for decorating sections comprising:
  - a translating arrangement for translating a section along a direction parallel to a longitudinal axis of said section;
  - an unwinding device for unwinding from at least a first coil a strip-like flexible support bearing a transferable pattern;
  - at least one rotary nip roller elastically complying and shaped according to a portion of said section to be decorated, so configured as to press said strip-like flexible support against said section when said section is translated along said direction;
  - a heating device for heating said at least one rotary nip roller;
  - a rewinding device for rewinding said strip-like flexible support onto at least one second coil, after said pattern is transferred onto said section.
2. Apparatus according to claim 1, wherein said translating arrangement is so configured as to translate said section along a horizontal plane.
3. Apparatus according to claim 1, wherein said at least one rotary nip roller has an inclined rotation axis, so as to match said portion.
4. Apparatus according to claim 1, wherein said heating device comprises electronic means for controlling the temperature of said at least one rotary nip roller and keeping said temperature at a constant value.
5. Apparatus according to claim 1, wherein a plurality of nip rollers are provided, so as to press said strip-like flexible support against several portions of said section.
6. Apparatus according to claim 5, wherein the nip rollers of said plurality of nip rollers are so arranged as to press adjacent portions of said strip-like flexible support.

7. Apparatus according to claim 1, and further comprising reinforcement pads intended to reinforce weak areas of said section for preventing said areas from being damaged when said strip-like flexible support is pressed against said section.
8. Apparatus according to claim 1, and further comprising an oven for heating said section once said pattern is transferred thereon and thereby fix said pattern onto said section.
9. Apparatus according to claim 8, wherein said oven is selected from a group comprising: ventilated air oven, UV oven and IR radiation oven.